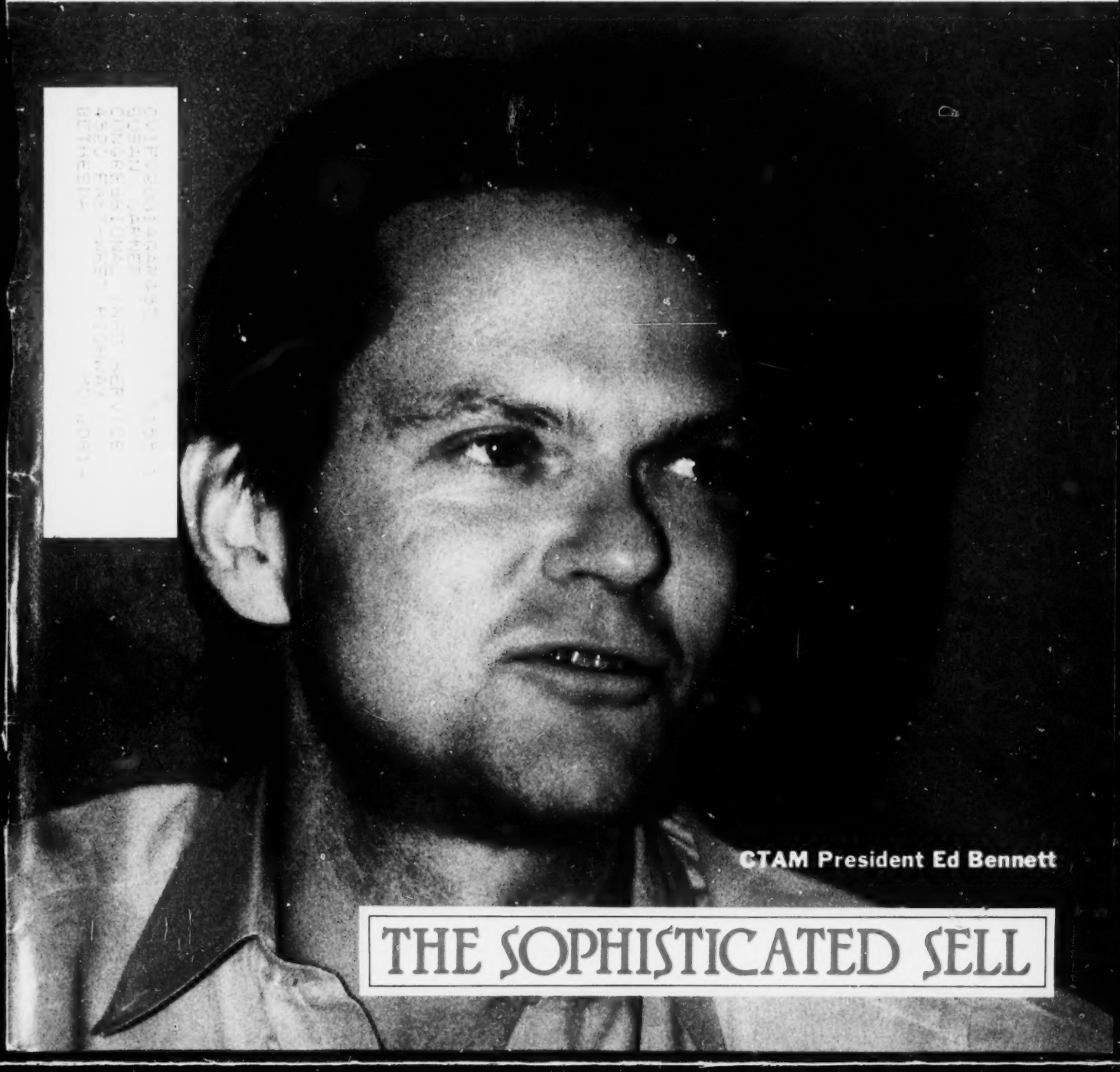
PLUS
MARKETING
CTAM board brass sound off on sales

- ICR cable stats reflect slowdown in industry growth
- The 'shakeout' isn't over, warns NTIA study
- Heritage VP calls for cable-telco detente
- TBS in full court press for NBA rights

CableVision™

The news and features weekly of the cable television industry June 4, 1984



CTAM President Ed Bennett

THE SOPHISTICATED SELL

CableVision

This Week in Cable, pages 16-19

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CABLE GROWTH STUNTED?

Cable industry growth statistics issued by Titsch Communications' International Communication Research, a division of International Thomson, predict a severe drop in basic and pay subscriber growth through 1990, and a cutback in urban franchising and building.

TBS GOES FOR MORE SPORTS

Turner Broadcasting is now going after National Basketball Association rights. While trying to nail down a $20 million, two-year NBA contract, TBS has approached the United States Football League about paying more than $50 millon for a three-year game package.

CANADIAN SERVICES TIE KNOT

Although neither of Canada's pay services will confirm reports of a merger, industry observers and analysts predict First Choice and SuperChannel, spurred on by Star Channel's attempt at a comeback, will join forces for better programmed, financially viable premium service.

BOXING BACK-OUT COULD KO PPV

With the expected cancellation of next month's Holmes-Coetzee title bout, Pay-Per-View Associates, the cable promoter of this event, may throw in the towel. Los Angeles correspondent Eric Taub provides the details.

PROGRAMMING 22

A controversy has developed between Times Mirror's Hartford, Conn., system and local public access groups over future funding and staffing for two of the franchise's channels.

MARKETING/ADVERTISING 39

The Nabu Network, a high-tech satellite-delivered downloading service, goes foot-stepping in search of subscribers in Alexandria, Va.

BUSINESS 40

Higher-than-expected pay to basic ratios in Great Britain please cable backers; also, a government proposal would combine the U.K.'s proposed DBS scenario, possibly partnering private firms with the British Broadcasting Corp.

GOVERNMENT & LAW 44

The battle over copyright payments goes on as the NCTA requests a rule change affecting new distant signals substituted for previously carried signals. Also, a government agency study predicts the shakeout in cable isn't over.

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About the cover

CTAM President Ed Bennett is captured in a casual setting on Florida's Captiva Island, where he was interviewed for this week's special *CableVision Plus* report.

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CTAM: Cable's 'think-tank' forges ahead

The Cable Television Administration and Marketing Society never quite described itself as such, but as members of its board gathered with Editor-in-Chief Victor Livingston for a discussion of marketing strategies, it became clear that CTAM has developed into the industry's "think-tank." Cable operators also must come to think of themselves as providers of information and entertainment for television households, even if that means going beyond cable in some cases: So says Ed Bennett, this year's CTAM president and an industry visionary.

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BPA

ICR SCALES BACK GROWTH PROJECTIONS

MEDIA, Pa.—Competition from alternate delivery systems such as direct broadcast satellite and multichannel MDS, together with the foot-dragging franchising process in many of the country's as-yet-unwired urban areas, has caused International Communications Research to scale back its cable industry growth projections.

ICR's just-published March 30, 1984 pay and basic growth estimates show a dramatic cutback from its previous 1983 year-end projections. Those estimates showed basic subscriber growth from 30,300,000 in 1983 to 35,448,000 by the end of 1984. In its new growth figures, ICR shows an increase of only 2,694,000 basic subscribers in 1984, representing a 48 percent scaleback.

Pay cable estimates were cut as well. The 1983 year-end estimates showed 4,044,000 additional pay subscribers by the end of 1984. ICR reduced its pay cable growth projections by 53 percent, from 17,877,000 subscribers in 1983 to a projected 19,764,000 by year-end 1984—an increase of 1,887,000 premium channel households.

ICR is a division of Titsch Communications Inc., subsidiary of International Thomson Business Press.

According to the March 1984 ICR estimates, 50,706,000 households will subscribe to basic cable by 1990, 8,194,000 fewer than 1983 projections.

The number of pay subscriber households expected by the end of the decade dropped from 43,700,000 in the 1983 estimates to 32,959,000 in the latest projections. According to Brian Finch, ICR director of operations, this is 25 percent lower than the 1983 estimates, representing a net growth reduction of 41 percent.

A spokesperson for Paul Kagan and Associates, which also publishes cable growth figures, said that firm may show a slight downward adjustment when its 1984 projections are published in June. Kagan's June 1983 basic subscriber estimates were slightly lower than ICR's December 1983 estimates. Kagan pegged 1984 basic subs at 34 million, 1985 basics at 38.8 million and 1990 basic sub estimates at 55.8 million.

ICR's cable growth adjustments respond primarily to delays in franchising agreements in larger urban areas, Finch said. "The longer they are uncabled, the greater the likelihood they will be displaced by competing technologies. In markets in which people and the city cannot make up their minds about what (kinds of services) they want to deliver, it makes sense for someone not regulated to come in and take advantage of it."

Finch added that even if the currently uncabled urban markets were wired, there are questions about the number of subscribers they could sign on.

"There is some debate in our minds as to how rich the markets can be, demographically, and the income base they represent," Finch said. "There's a question as to whether they really are a fertile pay (environment)."

Although DBS or MDS services can offer only a limited number of services, Finch said they are able to deliver the key programming segments: movies, sports, news, lifestyle and children's fare. "They have the opportunity to skim the cream off the top," Finch said.

Despite the scalebacks, Finch said, cable still shows signs of significant growth. Cable penetration is expected to reach 54 percent of U.S. television households by the end of the decade. It is currently at 36.7 percent.

"Cable is taking on the aspects of a maturing industry," Finch said. And an industry that reaches that level must do two things, according to Finch and Ted Klenske, ICR senior marketing analyst: Protect its market share when growth slows or stops, and take an aggressive stance against the inevitable competition.

"It's not a case of cabling new areas," Finch said. "Cable can increase its penetration by improving the way its business is run—fine tuning operations and pricing packages."

Operators should consider developing DBS operations, much like Barden Cablevision founder Don Barden is doing in Detroit, to fend off competition until franchises can be completely wired, Finch and Klenske said.

"We're trying to deliver programming to households, the vehicle isn't that important," Finch said. "It makes a lot of sense to expand the operation. If the opportunity is there, why shouldn't it be the cable operator (who takes advantage of it)?"

Asked about the possibility for further scalebacks in cable growth projections, Finch and Klenske would say only that the current forecasts are under review and ICR "won't raise the outlook."

Finch predicted, however, that cable growth would "rapidly flatten" in the 1990s. "There is a practical limit to the type of given programming in any household," he said. "There are only so many movie channels a household probably wants to subscribe to."

Storer Communications Vice President Ken Bagwell was not concerned with ICR's revised cable growth forecasts: "Our future is not tied to whether the United States is 50 percent or 70 percent penetrated," he said. "There will be a lot of cherry-picking if there is a successful DBS system . . . I don't see DBS taking over basic cable . . . We'll go about our merry way and continue to grow internally."

—Cecilia Capuzzi

CABLE INDUSTRY GROWTH, REVISED ESTIMATES AS OF MARCH 30, 1984

YEAR	BASIC SUBSCRIBERS	% OF TVHH	PAY SUBSCRIBERS	% OF TVHH
1990E	50,706,000	54	32,959,000	35
1989E	48,256,000	52	30,883,000	33
1988E	45,500,000	50	28,665,000	32
1987E	41,971,000	47	26,022,000	30
1986E	39,510,000	45	24,101,000	27
1985E	36,120,000	42	21,672,000	25
1984E	32,994,000	39	19,764,000	23

CABLE INDUSTRY GROWTH AS PROJECTED DEC. 31, 1983

1990E	58,900,000	62	43,700,000	46
1989E	54,988,000	59	40,076,000	43
1988E	52,098,000	57	36,560,000	40
1987E	49,280,000	55	33,152,000	37
1986E	45,656,000	52	29,852,000	34
1985E	40,467,000	47	25,830,000	30
1984E	35,448,000	42	21,944,000	26

* Source: CableProFile Data Base, International Communications Research

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Genesis Storytime	8
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Sports Time Cable Network	4
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
ESPN	6
KKGO-FM	17
National Christian Network	7
Playboy (evenings)	12
Santa Fe Communications	23
SCAN	3
SPN	3
SportsVision	9
Trinity	17
WPIX	19

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat /Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
American Christian Television Systems	2X
ARTS and Entertainment	12D
BET	12X
The Disney Channel (Wold Communications)	5X, 6X
FNN	11D
Meadows Racing Network	8X
Nashville Network (Group W)	9D
National Jewish Television	12X
Pro Am Sports System	7X
SelecTV (Wold Communications)	3D
Sportsvue	4X
University Network	1X
WPIX	6D

Galaxy I (Hughes)	**Transponder**
BET	17
CBN	11
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel	4, 24
GalaVision (SIN)	20
HBO	23
Home Team Sports	12
The Movie Channel	14
Nashville Network	2
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

Source: Titsch Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,766,000	(1/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,988,352	(4/84)
4	Cox Cable Communications Inc	1,494,008	(4/84)
5	Storer Cable Communications	1,413,000	(3/84)
6	Warner Amex Cable Communications Inc	1,382,983	(4/84)
7	Times Mirror Cable TV Inc	961,638	(4/84)
8	Continental Cablevision	868,000	(4/84)
9	Newhouse Broadcasting	835,977	(4/84)
10	Viacom Cablevision	747,145	(4/84)
11	United Cable Television Corp	649,000	(3/84)
12	Sammons Communications Inc	593,000	(4/84)
13	Rogers Cablesystems Inc	526,000	(4/84)
14	Cablevision Systems Development Co	502,000	(4/84)
15	Comcast Cable Communications	459,000	(4/84)
16	Telecable Corp	410,478	(4/84)
17	Jones Intercable	387,748	(4/84)
18	Heritage Communications Inc	379,288	(4/84)
19	Capital Cities Cable Inc	354,560	(4/84)
20	UA Cablesystems Corp	345,549	(4/84)
21	General Electric Cablevision	326,700	(4/84)
22	Wometco Cable TV Inc	287,516	(4/84)
23	Century Communications Corp	275,000	(4/84)
24	Prime Cable Corp	269,366	(4/84)
25	Multimedia Cablevision Inc	257,984	(4/84)
26	Daniels & Associates	240,041	(4/84)
27	Centel Cable Television Co	239,726	(3/84)
28	TCA Group	235,287	(4/84)
29	Maclean Hunter Cable TV Ltd	234,061	(3/84)
30	American Cablesystems Corp	192,280	(4/84)
31	Service Electric Cable TV Inc	189,500	(4/84)
32	Scripps-Howard	189,198	(4/84)
33	Colony Communications Inc	181,683	(4/84)
34	Adelphia Communications	181,000	(4/84)
35	Communications Service Inc	175,000	(9/83)
36	Cable Vision Industries	174,660	(4/84)
37	Rollins Inc	172,800	(4/84)
38	Cablentertainment	167,124	(4/84)
39	Tribune Cable Communications	158,235	(4/84)
40	Western Communications	148,713	(4/84)
41	McDonald Group	139,585	(6/83)
42	Adams-Russell Communications	128,716	(4/84)
43	Midcontinent Cable Systems Co	127,644	(4/84)
44	Harron Communications Corp	126,289	(4/84)
45	Midwest Video Corp	118,102	(9/83)
46	McCaw Communications	116,800	(4/84)
47	Buckeye Cablevision	115,528	(4/84)
48	Sutton Capital Group	114,301	(3/84)
49	Televents Inc	109,021	(4/84)
50	Falcon Communications	108,161	(4/84)
51	Armstrong Utilities	104,856	(4/84)
52	Harris Cable Corp	103,186	(4/84)
53	Communications Systems Inc	94,655	(4/84)
54	Lenfest Group	89,208	(4/84)
55	Summit Communications	87,989	(4/84)
56	Multi-Channel TV Cable Co	87,755	(4/84)
57	Greater Media	84,642	(4/84)
58	US Cable Corp	84,500	(4/84)
59	McClatchy Newspapers	82,954	(4/84)
60	King Videocable Co	80,169	(4/84)
61	Perry Cable TV Corp	78,334	(4/84)
62	Palmer Communications	77,174	(4/84)
63	National Telecommunications Corp	76,655	(12/83)
64	The Essex Group	75,433	(4/84)
65	WEHCO Video Inc	73,300	(4/84)
66	Ultracom Inc	72,582	(4/84)
67	Acton Corp	72,000	(4/84)
68	Omega Communications	68,000	(4/84)
69	Booth Communications	67,433	(4/84)
70	Susquehanna Broadcasting	66,466	(4/84)
71	Sonic Cable TV	63,941	(4/84)
72	Wabash Cablevision	63,900	(4/84)
73	Cable Management Associates Inc	63,500	(4/84)
74	Pencor Service Inc	62,830	(4/84)
75	Marsh Media	56,000	(3/84)
76	Selkirk Communications	53,591	(4/84)
77	Omni Cable TV Corp	52,509	(12/83)
78	The Daily Press	52,000	(4/84)
79	Harte Hanks Communications	48,319	(4/84)
80	Simmons Communications	46,328	(4/84)
81	Matrix Enterprises	43,320	(4/84)
82	Helicon Corp	43,041	(4/84)
83	Cencom Cable Association	41,403	(4/84)
84	Chambers Communications Corp	40,975	(4/84)
85	Donrey Cablevision	40,550	(4/84)
86	Joseph Gans	39,927	(4/84)
87	National Cablesystems Inc	38,212	(4/84)
88	Combined Cable Corp	38,200	(4/84)
89	United Video Management	35,400	(4/84)
90	Masada Corp	35,179	(4/84)
91	New England Cablevision	35,173	(4/84)
92	Multivision Group	33,561	(4/84)
93	Cable Holdings Inc	32,946	(4/84)
94	Wisconsin Cablevision and Radio Co Inc	32,461	(4/84)
95	First Carolina Communications Inc	31,500	(4/84)
96	Whitney Communications Corp	30,000	(4/84)
97	United Broadcasting Co	30,000	(3/84)
98	Southern Cablevision	30,000	(4/83)
99	Mid America Media	28,061	(4/84)
100	Consolidated Cable Systems	27,435	(4/84)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	242,283	(4/84)
2	Woodbury (Long Island), NY	Cablevision Systems	225,000	(3/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,414	(4/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	178,840	(4/84)
7	East Orange, NJ	Maclean Hunter	160,109	(3/84)
8	Cincinnati area, OH	Warner Amex	137,090	(4/30)
9	Wayne, NJ	UA Cablesystems	130,156	(4/84)
10	Tulsa, OK	United Cable	114,099	(4/84)
11	Audubon, NJ	NYT Cable	113,388	(4/84)
12	Atlanta, metro area	Prime Cable	109,000	(4/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Erie County, NY	Prime Cable Corp	106,444	(4/84)
15	Baltimore County, MD	Comcast Cable	106,000	(4/84)
16	Tidewater (Norfolk), VA	Cox Cable	103,866	(4/84)
17	San Jose, CA	Gill Industries	102,000	(4/84)
18	Austin, TX	ATC	98,300	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Jacksonville, FL	Continental	95,869	(4/84)
21	Toledo, OH	Buckeye Cablevision	95,310	(4/84)
22	Memphis, TN	ATC	94,300	(12/83)
23	Seattle, WA	Group W Cable	94,212	(3/84)
24	Central Islip, NY	Viacom Cablevision	94,061	(4/84)
25	Jefferson Parish/Kenner, LA	Cox Cable	92,511	(4/84)
26	Englewood, CO	United Cable	91,014	(4/84)
27	Manhattan, NY	Group W Cable	89,536	(3/84)
28	San Juan, PR	Harris Cable Corp	88,436	(4/64)
29	San Francisco, CA	Viacom Cablevision	84,542	(4/84)
30	Grand Rapids, MI	General Electric	80,800	(4/84)
31	Wilmington, DE	Rollins Cable	80,300	(4/84)
32	Wichita, KS	Multimedia Cablevision	80,268	(4/84)
33	San Diego, CA	ATC	78,900	(12/83)
34	Dallas, TX	Warner Amex	78,825	(4/84)
35	Seattle, WA	Viacom Cablevision	76,652	(4/84)
36	Phoenix, AZ	Times Mirror	74,439	(4/84)
37	Pittsburgh, PA	Warner Amex	74,287	(4/84)
38	Flint, MI	Comcast Cable	71,000	(4/84)
39	New Orleans, LA	Cox Cable	70,214	(4/84)
40	South Bend, IN	Heritage	67,496	(4/84)
41	Omaha, NE	Cox Cable	66,508	(4/84)
42	Richmond/Henrico County, VA	Continental	66,106	(2/84)
43	Tacoma, WA	Cable TV of Puget Sound	65,993	(4/84)
44	Broward County, FL	Storer	65,660	(4/84)
45	Louisville, KY	Times Mirror	65,099	(4/84)
46	Charlotte, NC	ATC	64,600	(12/83)
47	Baton Rouge, LA	Daniels & Assoc	64,258	(4/84)
48	Cleveland Heights, OH	Viacom Cablevision	64,080	(4/84)
49	Jefferson County, KY	Storer	63,508	(4/84)
50	Santa Monica, CA	Group W Cable	63,500	(4/84)
51	Pompano Beach, FL	American Cablesystems	62,615	(4/84)
52	Columbus, OH	Warner Amex	62,119	(4/84)
53	Oklahoma City, OK	Cox Cable	61,667	(4/84)
54	Akron, OH	Warner Amex	60,772	(4/84)
55	St. Petersburg, FL	Group W Cable	60,656	(4/84)
56	Buffalo, NY	TCI	60,439	(1/84)
57	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
58	Allentown, PA	Service Electric Cable	60,000	(1/84)
59	Indianapolis, IN	Wabash Cablevision	59,500	(4/84)
60	Kansas City, MO	ATC	59,100	(12/83)
61	Santa Barbara, CA	Cox Cable	58,788	(4/84)
62	El Paso, TX	Group W Cable	58,401	(3/84)
63	Snohomish County, WA	Viacom Cablevision	58,384	(4/84)
64	Monterey, CA	Western Communications	58,050	(4/84)
65	Clearwater, FL	Newhouse Broadcasting	57,900	(4/84)
66	Sarasota, FL	Storer Cable	57,642	(4/84)
67	Harrisburg, PA	Sammons Communications	57,200	(4/84)
68	Las Vegas, NV	Times Mirror	57,110	(4/84)
69	Hartford, CT	Times Mirror	55,992	(4/84)
70	Madison, WI	Midcontinent Cable/TCI	55,974	(4/84)
71	New Britain, CT	United Cable	55,825	(4/84)
72	Des Moines, IA	Heritage Communication	55,080	(4/84)
73	Chicago Suburbs (Oak Park), IL	CableVision	55,000	(3/84)
74	Allentown, PA	Twin County Cable TV Inc	55,000	(3/84)
75	Binghamton, NY	NewChannels	54,456	(4/84)
76	Columbus, OH	Coaxial Communications	54,300	(1/84)
77	New Haven, CT	Storer	53,619	(4/84)
78	Port Arthur, TX	TCI	52,470	(12/83)
79	Canton, OH	Warner Amex	52,367	(12/83)
80	Nashville, TN	Viacom	52,268	(4/84)
81	Bridgeport, CT	Cablevision/Scripps Howard	52,000	(3/84)
82	Knoxville, TN	TeleScripps	51,777	(3/84)
83	Lexington, KY	Telecable Corp	51,532	(4/84)
84	Charleston, SC	Storer	51,457	(4/84)
85	Westchester County, NY	UA Cablesystems Corp	51,422	(4/84)
86	Worcester (Leicester), MA	Greater Media	51,402	(4/84)
87	Shreveport, LA	ATC	51,400	(12/83)
88	Escondido/San Diego, Cty., CA	Times Mirror	51,244	(4/84)
89	Jackson, MS	ATC	50,700	(12/83)
90	San Rafael/Marin Cty., CA	Viacom	50,120	(4/84)
91	Reading, PA	ATC	50,000	(12/83)
92	Albuquerque, NM	Tribune Cable	49,524	(4/84)
93	Chattanooga, TN	TeleScripps	49,349	(1/84)
94	Winston-Salem, NC	Summit Communications	48,892	(4/84)
95	Peoria, IL	General Electric	48,300	(4/84)
96	Quint Cities, IL	Cox Cable	48,175	(4/84)
97	Albany, NY	ATC	46,700	(12/83)
98	Spokane, WA	Cox Cable	46,693	(4/84)
99	Birmingham, AL	ATC	46,600	(12/83)
100	Bakersfield/Kern County, CA	Warner Amex	46,456	(4/84)

1. Includes Orlando, FL and Melbourne, FL.

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.